

2022 Philly Theatre Week Registration

Theatre Philadelphia is thrilled to celebrate our 5th Annual Philly Theatre Week from April 1-10th 2022!

We invite producers, theatres, and partner organizations in Greater Philadelphia to submit this form to participate.

EVENT SUBMISSION DATES:
DECEMBER 7-FEBRUARY 1

Registration is free.

Register by 11:59pm on Tuesday, February 1st. Late registration will not be accepted.

PARTICIPATION REQUIREMENTS

To participate in Philly Theatre Week, you must meet the following eligibility requirements:

- Independent Producers must reside within a 35-mile radius of Philadelphia's City Hall
- Organizations must be located within a 35-mile radius of Philadelphia's City Hall
- You must be willing to allocate a minimum of 10 tickets for Free, \$15, or \$30 ticket pricing through Theatre Week ticketing.
- Following Philly Theatre Week, you will receive a payment for your ticket sales, less any buyer or commission fees.

TYPES OF EVENTS

Events may include performances, panels, discussions, theatre-related films, virtual events, and other public, educational, or interactive theatre events!

TICKETING

All events will be posted on www.phillytheatreweek.com and www.theatrephiladelphia.org. Each event will link to a Philly Theatre Week ticketing page. Additional marketing, press outreach, and other promotional initiatives will be launched after February 1st.

AFTER YOU REGISTER

You will receive a Participation Agreement, a Welcome Kit, and a Marketing Toolkit after registration closes. This will help you get the most out of your Philly Theatre Week experience! Leading up to Philly Theatre Week, we'll answer any FAQs, share collective advertising options, and more!

We look forward to your participation!

Questions? Contact PhillyTheatreWeek@TheatrePhiladelphia.org.

* Required

1. Email *

2. Your Name *

1 - COMPANY INFORMATION

3. Contact Name *

4. Contact Email *

5. Company Name *

6. Company Description / Mission *

7. LOGO: Please upload a horizontal company logo. 400x300 size preferred.

Files submitted:

8. Or, enter a URL where we may find your logo.

9. Box Office Contact Email Address

10. Company Website *

11. Company Social Media Links (Enter as full URLs)

2 - SHOW INFORMATION

12. Event / Show Name *

13. Presenting Theatre Name *

14. Short Event Summary / Teaser (140 characters) *

15. Long Show Description (1000 characters maximum) *

16. Show Duration (Include Intermission If Applicable) *

17. Which of the following best describes your event? *

Mark only one oval.

- IN PERSON: Live Theatre Event
- IN PERSON: Live Outdoor Theatre Event
- VIRTUAL: Live Virtual Theatre Event
- VIRTUAL: Pre-Recorded Virtual Theatre Event
- Other: _____

18. FOR VIRTUAL EVENTS: Which of the following best describes your event? *

Mark only one oval.

- VIRTUAL: Access any time with registration
- VIRTUAL: Access at specific times with registration
- N/A

19. CATEGORY / GENRE (Check up to 5). This will be used for categorizing events in the program guide and for other promotional opportunities. *

Check all that apply.

- Classics
- Comedy
- Devised
- Drama
- Experimental
- Family-Friendly
- LGBTQ+
- Musical
- Mystery
- Improv
- Philadelphia Premiere
- American Premiere
- World Premiere
- Reading
- Bilingual
- Panel Discussion
- Town Hall / Open Forum
- Workshop
- Film Screening
- Audio Recording

Other: _____

20. PROMOTIONAL ART: Please upload a horizontal production image or promotional art. For promotional art, 400x300 size is preferred. This should match the sizing of the key art found on <https://www.theatrephiladelphia.org/calendar>.

Files submitted:

21. Or, enter a URL where we may find your imagery.

22. Please include any image credits.

23. Show / Production Run start date *

Example: January 7, 2019

24. Show / Production Run end date *

Example: January 7, 2019

25. LIVE EVENTS: please enter the Venue and Full Address of event. (If your production is virtual, please write N/A.) *

26. VIRTUAL EVENTS: Please select the platform you will use for this event. *

Mark only one oval.

- Zoom
- YouTube
- Vimeo
- Facebook Live

27. Select the area where your performance will take place. *

Mark only one oval.

- Center City, Philadelphia
- North Philadelphia
- South Philadelphia
- West Philadelphia
- Surrounding Areas - PA
- Surrounding Areas - NJ
- Surrounding Areas - DE

4 - TICKETING DETAILS

You must allocate at least 10 total Philly Theatre Week tickets per show.

28. What contacts at your organization should receive Philly Theatre Week sales reports? Please enter all email addresses below.

29. What is your Philly Theatre Week ticket price? (Must select ONE option from Free, \$15, or \$30) *

Mark only one oval.

- Free
- \$15
- \$30

30. PERFORMANCE CALENDAR: Please describe your Philly Theatre Week Show specifics: Show Dates, Show Start Times, Show End Times (Please enter ALL details below related to your Philly Theatre Week ticket offerings.) *

31. ALLOCATIONS: How many tickets would you like to allocate to Philly Theatre Week ticketing per each individual performance? *

32. VIRTUAL LINKS: Virtual Events are required to provide a streaming URL at the time of registration. Please enter the URL here. If you have multiple or recurring events, please include all Zoom links and state the accompanying show time. YOU MAY NOT CHANGE OR REVISE LINKS. (If your event is not virtual, please write N/A.)
Password Notification: Please make sure you have either embedded your password in the link or removed a password from your link.

33. Please describe ADA and accessibility information related to your production. *

34. Please describe COVID protocols related to your production. Your event must follow all local guidelines, if applicable. *

35. Is there a recommended age for your production? *

36. Any other details you would like to add?

37. Are you able to offer 2 additional comp tickets to press or to Theatre Philadelphia for promotional purposes? *

Mark only one oval.

Yes

No

**3 - IMAGERY
AND
PROMOTIONAL
ASSETS**

Please submit relevant imagery, production photos, or video related to your event that is currently available to you. Please make sure you have all the necessary permissions for imagery use.

38. PRODUCTION IMAGES: Please provide 2-3 horizontal photographs representing your show or your company. Images must be at least 2000 x 1500.

Files submitted:

39. HERO IMAGES: Please provide a horizontal image sized at 2160x1080 (2:1 ratio).

Files submitted:

40. POSTER IMAGES: Please provide a vertical image sized at 1200x3600 (3:1 ratio).

Files submitted:

41. VIDEO: If you are able, please upload a short (30 seconds - 1 minute) video clip of your performance, or a representational video of your company.

Files submitted:

42. LINKS: If unable to upload files, enter a URL where we may find your video and images.

43. CREDITS: Please include any necessary credits (photographer, editor, etc.) to your video and imagery.

44. ADDITIONAL CONTENT: Are you interested in a Theatre Week Instagram Takeover? If so, more details will be sent at a later date. (Please note: Availability is limited). *

Mark only one oval.

Yes

No

45. All Philly Theatre Week events will be included in Theatre Philadelphia promotions, content campaigns, and PR pitches. Are you interested in participating any additional collective advertising campaigns with local media outlets? Shared advertising pricing will be pro-rated. *

Mark only one oval.

- Yes, send me additional information!
- No thank you!

5 - FOR THEATRE PHILADELPHIA USE

46. What motivated you to participate in 2022 Philly Theatre Week? *

47. Do you have a specific target audience for your Philly Theatre Week event? Please describe. *

48. Have you previously participated in Philly Theatre Week or the Barrymore Awards programs? *

Mark only one oval.

- Yes
- No

Additional Information and Acknowledgement

Upon registration, you will receive a Theatre Week welcome kit:

1. Confirmation of Application Receipt
2. Contact Preferences
3. Theatre Week Payment Forms and Agreement
4. Additional assets and show details may be requested

Following Theatre Week, we ask that you complete a Theatre Philadelphia Theatre Week participant survey.

Acknowledgement

By registering for Theatre Week, I acknowledge the information above is complete and accurate.

I agree to participate with the following initiatives through my company, production, or theatre's channels:

- Offer at least (10) exclusive Free, \$15 or \$30 tickets per event to 2022 Philly Theatre Week
- Provide all assets and show information to Theatre Philadelphia by February 1st
- Include Theatre Week announcements in email blasts to user database
- Promote Theatre Week across social media channels
- Promote Theatre Week on website homepage
- Complete a survey provided by Theatre Philadelphia at the conclusion of Theatre Week and report back on ticketing and attendance information related to Philly Theatre Week as well as overall box office information.

49. I acknowledge and agree to the above. *

Check all that apply.

Yes

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